



## ***AOT in Action***

### ***TOURISM WORKS FOR ARIZONA!***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

Congratulations to the New York Giants for winning Super Bowl XLII! Already being touted as one of the greatest Super Bowls ever, a record 97.5 million people from around world - making this the most watched Super Bowl in history - saw first hand what a vibrant destination Arizona is. These record-breaking numbers surpassed the previous ratings record set in 1996 by Super Bowl XXX also held in Arizona. What great news for Arizona!

Congratulations also goes to the Arizona Super Bowl Host Committee and the City of Glendale who did an extraordinary job planning and hosting this exciting event that included not only the world's biggest football game but also featured a week of events drawing celebrities and corporate executives from all over the world. Hosting events such as the Super Bowl, the FBR Open and the Accenture Match Play Championship that will happen later this month in Tucson, are incredibly beneficial because of the thousands of visitors who travel to the state and contribute to the local economy. We're ready and look forward to the opportunity to host future Super Bowls.

In other AOT news, we will be releasing the FY09 Teamwork for Effective Arizona Marketing (TEAM) guidelines later this week. TEAM is a wonderful matching grant program we offer to statewide destination marketing organizations and tribal entities to help develop or enhance their local marketing efforts. This grant program works in conjunction with AOT's national and regional advertising efforts encouraging a partnership between Arizona communities and AOT to help maintain a strong tourism industry throughout the Grand Canyon State.

Have a great week.



Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### AOT's TEAM Grant Guidelines Available This Week!

The FY09 TEAM grant guidelines will be available February 8, 2008. To download a copy of the guidelines please visit [www.azot.gov](http://www.azot.gov).

For FY09, AOT is encouraging TEAM applicants to develop strategic and innovative projects by providing a direct incentive of up to \$5,000 (no matching funds required), for projects that incorporate one of the following AOT initiatives: Branding, Arizona Origins or Go Green. Please read the FY09 TEAM Guidelines for specific information regarding eligibility for this new initiative.

FY09 TEAM grant applications must be received at the AOT office no later than 5:00 p.m. **Friday, April 18, 2008.**

FY09 TEAM grant applicants will be required to attend the TEAM workshop scheduled on March 14, 2008. However, for FY09 a new program feature will be offered to communities and organizations that participated and received TEAM funding during FY08. An online test will allow applicants to access and complete an interactive test and become TEAM qualified without attending the workshop. Applicants must receive a score of 75 percent or higher on the test in order to pass. Each applicant will have two opportunities to take and pass the test, if the score of 75 percent is not achieved, the applicant will be required to attend the TEAM workshop. The FY09 TEAM Online Test will be available February 11, 2008 through February 29, 2008. **The online test is only open to FY08 TEAM recipients;** all other TEAM grant applicants must attend the workshop on March 14, 2008. If you have questions or need additional information regarding the FY09 TEAM grant program please contact Glenn Schlottman at 602-364-3727 or [gschlottman@azot.gov](mailto:gschlottman@azot.gov).

TEAM Workshop  
March 14, 2008  
10 a.m. – 12:00 p.m.  
Tempe Center for the Arts  
700 W. Rio Salado Parkway  
Tempe, AZ 85281

### Great Travel Promotions on [Arizonaguide.com](http://www.Arizonaguide.com)

AOT is promoting the passionate side of Arizona on [www.Arizonaguide.com](http://www.Arizonaguide.com), February 1 – February 28, touting the Grand Canyon State as a destination for love and romance. Arizona's fine food, wonderful wines, world-class accommodations, and rejuvenating spas along with our gorgeous sunsets, lush deserts, verdant mountains, and starry skies are at the heart of a perfectly

romantic vacation. Destination marketing organizations may post tourism-related “romantic” specials, discounts and packages that are valid from February 1 – February 28, 2008 under the Travel Deals section of [www.Arizonaguide.com](http://www.Arizonaguide.com). Offers could include romantic accommodations packages, tours to romantic areas, a vacation that will rekindle the romance, etc. To participate, select Travel Deals at [www.azot.gov](http://www.azot.gov) and you may submit your offer.

And, as the winter wears on for baseball fans in cold-weather states, a trip to sunny Arizona for Cactus League Spring Training sounds like the perfect vacation. We are calling for all tourism-related Spring Training specials, discounts and packages to be posted on [www.Arizonaguide.com](http://www.Arizonaguide.com) under the Travel Deals section. Our seasonal promotion will begin displaying offers from the end of February through the end of March. To submit your offer, select Travel Deals on the left side of [www.azot.gov](http://www.azot.gov). If you need additional assistance, please contact Marjorie Magnusson at 602-364-3695 or [mmagnusson@azot.gov](mailto:mmagnusson@azot.gov).

## Industry News

### Few Problems as New ID Rules Go Into Effect

Motorists passed easily through border checkpoints Thursday as tougher identification standards for U.S. and Canadian citizens went into effect without the backups and confusion some travelers and the travel industry feared. People entering the country will no longer be allowed to simply declare to immigration officers at border crossings that they are citizens. Instead, those 19 and older will have to show proof of citizenship--a passport, "trusted traveler" card or birth certificate--and government-issued ID such as a driver's license. Customs officials said delays were minimal across the country and most motorists had the documentation they needed. Congress approved the Western Hemisphere Travel Initiative in 2004, which requires citizenship and identification of all those entering the country, from Canada, Mexico and the Caribbean. The passport requirement for land and sea crossings goes into effect in June 2009. (AP; Pages 9A, USA Today; 3A, Miami Herald)

### Skybridge Installed at Phoenix Convention Center

A new bridge installed last week in downtown Phoenix physically fused the Phoenix Convention Center's newest additions: the already opened West Building and the soon-to-be-completed North Building. Its installation is a major milestone in a \$600 million expansion project that will make the convention center one of the 20 largest facilities of its kind in the nation, officials said. The skybridge connects the uppermost levels of the West Building, with a 46,000-square-foot ballroom, and North Building, with 190,000 square feet of virtually column-free exhibition space and outdoor meeting areas. When it welcomes its first meeting groups in January 2009, the fully expanded Phoenix Convention Center will feature nearly 900,000 square feet of exhibition and meeting space, three ballrooms and \$3.2 million worth of public art. ([www.Mimegasite.com](http://www.Mimegasite.com), 1/25)

### Visits to Grand Canyon Rose 3% Last Year

The Grand Canyon National Park received just over 4.4 million recreational visitors in 2007, the highest number of visitors since 2004 and an increase of almost 3 percent over 2006. Across the National Park system, visitation rose by almost 1 percent. For gateway communities with travel and tourism related businesses, the Park Service says these increases should have been good news and are believed by industry analysts to reflect not only a recovery from the downturn after 9/11, but a trend they expect to continue. Driving the trend, park officials say, are increased interest in adventure travel, Geotourism, family travel, and educational and fitness travel. Details at 928-638-7958. (Special to TA)